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## **Italy**

**Post:** Rome

## **Italy is the World's Largest Wine Producer in 2018**

### **Report Categories:**

Wine

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### **Report Highlights:**

According to the latest data from the Italian Enologists Association (Assoenologi), Italy produced 5.3 billion liters of wine in 2018, confirming to be the world's largest wine producer. Ideal weather during flowering and fruit set helped the country recover significantly from the previous poor campaign (4.2 billion liters) that was affected by severe frosts in April and the summer drought. Reportedly, quality ranges from very good to exceptional. In 2017, Italy's wine exports totaled 4.2 billion liters valued at \$13.5 billion, mainly to the United States, Germany, and the United Kingdom.

## Italy is the World's Largest Wine Producer in 2018

### Production

According to the latest data from the Italian Enologists Association (Assoenologi), Italy produced 5.3 billion liters of wine in 2018, confirming to be the world's largest wine producer. Ideal weather during flowering and fruit set helped the country recover significantly from the previous poor campaign (4.2 billion liters) that was affected by severe frosts in April and the summer drought. Production increases were registered in Lazio/Umbria (+40 percent), Piemonte (+35 percent), Emilia-Romagna (+28 percent), Veneto (+25 percent), Toscana (+25 percent), Friuli Venezia Giulia (+25 percent), Lombardia (+25 percent), Marche (+25 percent), Trentino Alto Adige (+23 percent), Puglia (+20 percent), Sicilia (+20 percent), Campania (+18 percent), Abruzzo (+15 percent), and Sardegna (+10 percent). Reportedly, quality ranges from very good to exceptional.

Veneto, Puglia, and Emilia Romagna are the main wine-producing regions, accounting for 58 percent of total production. Approximately one-third of Italy's wine production is Controlled Appellation (DOC and DOCG). The leading grape varieties for red wine are *Sangiovese/Nielluccio*, *Montepulciano*, *Merlot*, and *Barbera*, while the most popular varieties for white wine are *Glera*, *Pinot Gris*, *Italia*, *Catarratto Bianco Comune*, *Trebbiano Toscano/Ugni Blanc*, and *Chardonnay*.

### Consumption

Wine consumption in Italy has been declining for decades. Causes for the trend include changing lifestyles and tastes, as well as anti-alcohol marketing campaigns. Per capita wine consumption is estimated at less than 33 liters for 2017, considerably lower than 45 liters in 2007 and 110 liters in the 70s. Recent wine consumer surveys show that Italian origin and familiarity with the winery are the main elements in determining consumer choice. Italian wine consumers are seeking higher quality wines, but still in the modest price range.

### Trade

In 2017, Italy's wine exports totaled 4.2 billion liters valued at \$13.5 billion, mainly to the United States, Germany, and the United Kingdom. In the period January-August 2018, Italy's wine exports reached 2.5 billion liters valued at \$9.3 billion. In 2017, Italy's wine imports were estimated at 405 million liters valued at \$725 million, mainly from Spain, France, and the United States. In the period January-August 2018, Italy's wine imports totaled 290 million liters valued at \$481 million.

**Table 1: Italy's leading wine exports (January-December 2017)**

Partner	Un	2015	2016	2017
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Country	it	USD	Quantity	USD	Quantity	USD	Quantity
World	L	11,904,243,402	3,995,438,703	12,403,879,581	4,103,964,517	13,479,111,474	4,227,806,704
United States	L	2,821,080,765	631,887,807	2,970,979,552	652,183,237	3,144,270,929	656,971,327
Germany	L	2,127,373,009	1,102,306,327	2,160,049,567	1,106,843,164	2,242,718,949	1,122,950,016
United Kingdom	L	1,650,387,398	645,394,723	1,690,981,248	597,632,010	1,833,357,955	608,139,679
Switzerland	L	715,324,730	137,452,094	744,819,477	143,222,946	811,210,859	149,401,073
Canada	L	664,163,201	139,702,522	676,246,707	145,830,555	754,194,905	158,875,150
France	L	315,556,046	176,039,800	344,095,933	203,110,050	383,578,162	209,441,260
Japan	L	348,221,153	86,237,164	332,531,165	79,989,999	365,656,499	87,167,177
Sweden	L	332,313,226	93,125,483	342,457,181	96,378,282	359,085,390	99,708,759
Denmark	L	321,757,523	80,890,417	325,202,183	79,751,087	332,443,910	77,155,948
Netherlands	L	285,167,411	86,961,500	309,720,495	87,532,099	322,240,043	86,971,787
China	L	194,467,358	53,130,799	218,264,588	58,906,452	288,625,814	73,519,073
Belgium	L	237,741,092	61,068,228	250,357,881	62,952,056	279,423,770	69,003,926
Russia	L	157,473,245	58,417,550	171,760,837	66,821,786	254,208,850	95,448,949
Austria	L	201,824,108	90,626,505	222,939,268	102,654,825	231,006,606	96,562,986

Source: Global Trade Atlas (GTA)

**Table 2: Italy's leading wine exports (January – August 2018)**

Partner Country	Unit	2016		2017		2018	
		USD	Quantity	USD	Quantity	USD	Quantity
World	L	7,754,825,958	2,597,137,303	8,236,622,022	2,749,096,519	9,274,917,708	2,477,079,636
United States	L	1,927,594,280	424,295,568	2,004,125,522	430,816,238	2,267,381,816	439,900,055
Germany	L	1,364,064,307	706,694,379	1,400,683,474	739,741,933	1,555,758,448	625,429,387
United Kingdom	L	1,018,572,687	366,650,941	1,092,152,311	386,126,064	1,165,463,287	347,476,227
Switzerland	L	456,258,769	89,894,541	469,938,917	93,099,519	555,582,315	90,997,016
Canada	L	425,160,943	92,571,975	467,152,056	103,200,279	507,476,132	100,649,513
France	L	211,963,590	126,159,775	231,338,188	143,654,873	284,944,797	115,242,259
Sweden	L	224,050,126	65,821,006	229,559,150	69,694,094	271,734,531	70,678,297
Japan	L	219,626,896	53,292,976	237,278,450	58,353,824	258,352,704	53,811,752
Netherlands	L	190,617,345	55,849,953	188,766,602	53,204,707	220,581,125	55,581,571
Denmark	L	201,561,778	51,665,099	196,206,365	49,643,017	212,885,841	50,310,999
Belgium	L	149,608,490	38,253,727	168,860,106	43,480,260	194,965,218	48,168,784
China	L	134,341,59	37,983,556	164,314,97	44,474,291	184,843,93	41,439,869

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Austria	L	135,494,96 3	64,423,701	138,031,67 5	64,828,490	151,976,04 8	48,268,587
Russia	L	89,114,192	37,328,028	131,218,23 2	54,241,971	135,906,15 6	47,133,030

Source: GTA

**Table 3: Italy's leading wine imports (January-December 2017)**

Partner Country	Unit	2015		2016		2017	
		USD	Quantity	USD	Quantity	USD	Quantity
World	L	711,568,05 7	549,645,97 6	674,929,23 0	336,744,83 1	725,048,93 4	405,207,27 6
France	L	355,111,20 3	36,250,642	378,328,88 0	34,155,653	443,084,71 2	41,511,746
Spain	L	153,401,62 1	364,111,83 1	102,417,21 2	162,988,87 0	145,083,20 3	281,609,19 4
United States	L	91,486,652	82,188,989	84,714,784	66,767,668	29,480,670	22,057,256
Germany	L	28,230,960	14,032,549	20,339,441	7,708,164	21,465,837	8,764,006
Australia	L	34,235,347	32,421,700	25,297,553	24,665,444	20,543,414	18,753,561
Portugal	L	12,724,975	3,307,100	13,622,332	4,503,040	14,343,195	4,706,453
Netherlands	L	2,527,848	225,596	6,050,995	522,000	6,775,714	678,296
Austria	L	4,502,159	3,186,410	4,725,526	2,868,014	5,596,505	3,196,599
South Africa	L						

		1,694,530	2,300,730	3,741,377	9,357,202	5,490,538	11,720,602
Hungary	L	3,335,748	3,062,268	3,865,581	3,753,411	5,039,332	5,021,481
United Kingdom	L	2,083,678	399,482	6,811,025	9,764,575	4,264,665	308,316
Slovenia	L	3,849,742	1,649,038	4,264,543	1,629,600	3,815,457	1,833,303
Romania	L	2,340,548	1,326,190	2,331,102	1,449,271	2,924,482	1,442,139
Argentina	L	1,599,882	424,342	2,168,038	655,046	1,951,552	475,852

Source: GTA

**Table 4: Italy's leading wine imports (January – August 2018)**

Partner Country	Unit	2016		2017		2018	
		USD	Quantity	USD	Quantity	USD	Quantity
World	L	369,425,988	210,625,343	376,005,101	244,647,809	481,105,182	289,706,506
France	L	183,888,137	20,300,286	201,558,647	19,810,088	261,010,495	24,765,304
Spain	L	70,406,133	102,353,308	77,038,711	167,284,164	151,851,207	216,782,753
Portugal	L	8,322,443	2,763,458	8,463,105	3,031,844	8,552,615	2,374,410
Germany	L	13,054,769	5,504,203	10,668,962	2,851,907	7,638,186	2,285,204
South Africa	L	2,675,121	7,041,698	2,064,279	4,037,444	7,332,726	12,763,678
United Kingdom	L	4,125,442	9,619,471	1,679,007	135,218	6,783,153	12,793,450
Austria	L						

		2,761,539	1,579,364	2,960,883	1,620,209	4,949,723	2,796,709
Hungary	L	2,060,986	1,605,531	1,807,410	1,503,740	4,901,528	5,845,156
United States	L	44,484,815	36,766,412	29,357,865	22,051,896	4,475,570	133,122
Slovenia	L	2,029,178	543,076	1,939,992	496,256	3,300,651	2,326,157
Switzerland	L	1,289,402	140,520	1,157,585	109,866	2,456,252	154,858
Chile	L	3,866,946	2,176,496	1,528,049	586,090	2,237,762	649,332
Bulgaria	L	220,868	43,438	1,583,152	78,964	2,231,337	27,598
Argentina	L	1,313,951	371,112	1,247,046	272,992	2,043,472	603,114

Source: GTA

#### **Abbreviations and definitions used in this report:**

DOC (Controlled Designation of Origin)

DOCG (Controlled and Guaranteed Designation of Origin)

#### **Harmonized System (HS) Codes:**

Grape wine total: 2204

Sparkling wine: 220410

Bottled wine: 220421

Bulk wine: 220429